

# ASHLEY PUGH

Seattle, WA | ashpugh8@gmail.com | linkedin.com/in/ashpugh/ | [ashpdigital.com/](http://ashpdigital.com/)

## PROFESSIONAL PROFILE

I design the systems and experiences that make organizations visible, coherent, and trusted. I bring 10+ years of experience leading strategic communications, audience development, and high-impact experiences across complex organizations. My work sits at the intersection of strategy, storytelling, and systems — translating big ideas into narratives, engagement frameworks, and moments that shape audiences and build lasting communities at organizational scale.

## CORE COMPETENCIES

- Strategic Communications Leadership
- Audience & Experience Development
- Engagement Systems & Infrastructure
- Organizational Visibility Strategy
- Narrative & Brand Architecture
- Executive & Stakeholder Communications
- High-Profile Event Strategy & Execution
- Digital Ecosystem Management

## EXPERIENCE

### Director of Communication & External Affairs

July 2021 - Present

Urban League of Metropolitan Seattle | Seattle, WA

### Audience & Experience Development

- Lead creative strategy and execution for high-profile fundraising, community, and corporate partner experiences, including a signature annual event scaled **from \$400k and 800 attendees to \$1M+ in net revenue and 3,000 attendees**, with the most recent 2025 iteration generating \$1.4M prior to postponement and selling out in advance
- **Rebuilt and scaled multiple audience-based programs**, including two auxiliary groups and a volunteer initiative; most notably growing a dormant auxiliary **from 10 to 248 members in one year** and **earning three national awards** for program revitalization
- Design engagement experiences that strengthen audience trust, leadership participation, and long-term investment across donor, volunteer, and community segments

### Engagement Systems & Infrastructure

- Built and maintain scalable engagement frameworks supporting public-facing departmental services, quarterly campaigns, community activities, and ongoing programming across web, social, email, and influencer channels
- Led a four-person team delivering an average of **1,100+ projects annually**, supported by custom intake, prioritization, and delivery systems spanning digital content, web updates, branded assets, merchandise, and organization-wide engagement operations
- Grew owned audiences across key segments, including **newsletter subscribers (+1,850)**, **active donors (+1,640)**, **volunteers (+432)**, and **social followers (+16,700)** - strengthening long-term connectivity and local ambassadorship

### Narrative & Brand Architecture

- Oversee the organization's website strategy and ongoing management for **(40k+) monthly site visitors**, ensuring content accuracy, timeliness, usability, and alignment with organizational strategic priorities
- Designed and launched a digital merchandise (swag) platform as a branded engagement and visibility extension
- Create and annually update a comprehensive organizational **brand and style guide**, governing visual identity, voice, and messaging standards across all internal and external collateral

## EXPERIENCE CONTINUED

### Measurement, Outcomes, & Impact

- Led communication and engagement strategies contributing to more than 6 years of **sustained organizational audience growth**, supporting **\$3M+ in revenue-generating initiatives**, thousands of participant touchpoints, and long-term audience trust across digital, LIVE, and partner-facing platforms
- Expanded organizational digital reach to **330K+ accounts and generated 1.4M+ online views** across platforms in one year by creating, launching, and managing the agency's new Brand Influencer Program
- Increased email performance to a **57% open rate and 6% click-through rate**, consistently exceeding industry benchmarks on a quarterly basis by an average of 16%
- Built and managed a custom online Black Business Directory, including **sourcing and featuring 250+ local minority-businesses**; and producing an annual print edition distributed to 5,000+ community members, partners, and donors

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### Content Development Manager

May 2019 - July 2021

Urban League of Metropolitan Seattle | Seattle, WA

- Led content strategy and digital operations supporting organization-wide initiatives and leadership priorities
- Managed a full website redesign and ongoing platform optimization to improve usability and stakeholder access
- Entrusted with leading the organization's annual signature fundraising event, overseeing visuals, marketing, branding, and production, increasing attendance **from 800 to 1,850+ during the height of the COVID-19 pandemic**

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### Assistant Manager of Digital Content

Sept 2016 - May 2019

The Get Schooled Foundation | Seattle, WA

- Supported national-scale digital campaigns reaching **11,000+ schools** by creating custom curriculum, student experiences, and gamified learning systems
- Designed and managed web platforms and interactive tools to support audience engagement and awareness
- Created multimedia content across digital channels under tight production timelines

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### Multimedia Specialist

Aug 2013 - Aug 2014

North Carolina Central University | Durham, NC

- Managed official university social media platforms to engage students, faculty, and community stakeholders
- Produced visual and multimedia assets supporting institutional campaigns and initiatives

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## EDUCATION

### • Master of Arts, Interactive Media

Elon University | Elon, NC | 2015

### • Bachelor of Arts, Mass Communication

\*Magna Cum Laude\*

NC Central University | Durham, NC | 2014

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## AWARDS & RECOGNITION

- Emerging Leader, Bank of America Neighborhood Builders Leadership Program, 2024
- Outstanding Member of the Year (Western Region) - National Urban League Young Professionals, 2023
- YP Select Distinguished Award (Western Region) - National Urban League Young Professionals, 2023
- YP Select Distinguished Award (Western Region) - National Urban League Young Professionals, 2022
- Shorty Award, Best Social Good Campaign - Major Keys (with DJ Khaled), 2017
- Cynopsis Award, Best Digital Media Campaign - HBCU Snapchat Tours (with BET Networks), 2017